Amendments to the Claims:

What is claimed is:

1. (Currently amended) A computer program stored on a computer readable ~~medium~~ <u>memory</u> comprising:

a vocabulary database comprising machine readable data corresponding to a plurality of vocabulary words and a lexical impact value respectively corresponding to each vocabulary word for a chosen lexical impact scale;

comparison instructions comprising machine readable instructions for comparing a plurality of text words of a writing to the vocabulary database to determine lexical impact values for the chosen lexical impact scale for each text word that corresponds to a vocabulary word; and

output instructions comprising machine readable instructions for outputting the lexical impact value of the text words for the chosen lexical impact scale that correspond to vocabulary words as output data for users to make text word selections or assess the lexical impact values of words<u>;</u>

<u>wherein the lexical impact is determined independently of a denotative meaning of the word and independently of a contextual meaning of the word</u>.

2. (Original) The computer program of claim 1, wherein the output instructions further comprise machine readable instructions for outputting an overall lexical impact value of the text words in the writing for the chosen lexical impact scale.

3. (Original) The computer program of claim 2, wherein the overall lexical impact value is the average lexical impact value of the text words for the chosen lexical impact scale.

4.   (Original) The computer program of claim 3, wherein the average lexical impact value is a per word value averaged over the entire writing.

5.   (Original) The computer program of claim 3, wherein the average lexical impact value is a per word value averaged over a portion of the writing.

6.   (Original) The computer program of claim 3, further comprising comparison instructions including machine readable instructions for comparing the average lexical impact value for the chosen lexical impact scale to a predetermined lexical impact threshold value.

7.   (Original) The computer program of claim 6, further comprising display instructions including machine readable instructions for generating a visual display, perceivable by the author, indicative of exceeding a predetermined lexical impact average threshold value.

8.   (Original) The computer program of claim 4, further comprising comparison instructions including machine readable instructions for comparing the average lexical impact value for the chosen lexical impact scale to a predetermined lexical impact threshold value.

9.   (Original) The computer program of claim 8, further comprising display instructions including machine readable instructions for generating a visual display, perceivable by the author, indicative of exceeding the predetermined lexical impact threshold value.

10.   (Original) The computer program of claim 1, further comprising display instructions including machine readable instructions for generating a visual display, perceivable

by the author, corresponding to each individual word that exceeds a predetermined lexical impact threshold value.

11.   (Original) The computer program of claim 10, wherein each word that exceeds the predetermined lexical impact threshold value is highlighted within the writing.

12.   (Previously Presented) The computer program of claim 11, wherein the words are highlighted by a variation in the color of the text words.

13.   (Previously Presented) The computer program of claim 11, wherein the words are highlighted by a variation in the color of the background of the text.

14.   (Original) The computer program of claim 1, wherein the computer program is configured to operate over a website interface.

15.   (Currently amended) A computer program stored on a computer readable ~~medium~~ <u>memory</u> comprising:

a thesaurus database comprising machine readable data corresponding to thesaurus groupings and rankings for each thesaurus grouping, with respect to a plurality of lexical impact scales;

input instructions comprising machine readable instructions for receiving a requested text portion for a chosen lexical impact scale;

retrieval instructions comprising machine readable instructions for retrieving a thesaurus grouping corresponding to the requested text portion; and

output instructions comprising machine readable instructions for outputting the thesaurus grouping including potential replacement words and corresponding rankings for users to make text word selections or assess the lexical impact values of words;

wherein the lexical impact is determined independently of a denotative meaning of the word and independently of a contextual meaning of the word..

16.   (Previously Presented) The computer program of claim 15, wherein the thesaurus grouping only includes potential replacement words from the chosen lexical impact scale.

17.   (Previously Presented) The computer program of claim 16, wherein the thesaurus grouping only includes potential replacement words that have a positive valence with respect to the chosen lexical impact scale.

18.   (Previously Presented) The computer program of claim 16, wherein the thesaurus grouping includes zero valence substitutions.

19.   (Previously Presented) The computer program of claim 15, wherein the thesaurus grouping includes out-of-scale substitutions.

20.   (Previously Presented) The computer program of claim 15, wherein the potential replacements are sorted by valence.

21.   (Previously Presented) The computer program of claim 20, wherein the potential replacements are also sorted alphabetically.

22.　　(Previously Presented) The computer program of claim 15, wherein the thesaurus database further comprises machine readable data corresponding to homonym groupings and aural impact rankings for each homonym grouping.

23.　　(Previously Presented) The computer program of claim 22, wherein each word that includes undesirable aural effects is highlighted within the writing.

24.　　(Previously Presented) The computer program of claim 23, wherein the words are highlighted by a variation in the color of the text words.